

DECORATIVE WALLS  
by Tile-Tex

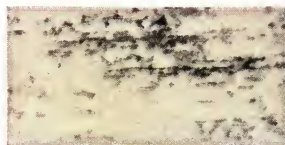




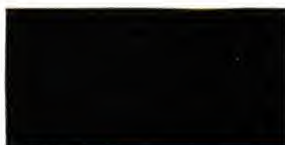
W-1703



W-173



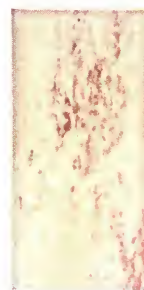
W-1701



W-171



W-174



W-1704

Solid pastel colors, so popular in modern wall treatments, are available in the Imperial color group. Buff, Coral, Orchid, Turquoise and Light Green make up a complete range of soft, delicate and restful colors, particularly smart for bathroom and kitchen walls.

Heretofore, mottled colors in wall tiles have been a hope but never a reality. Tile-Text has created six unique and harmonious effects in mottled combinations. These colors are easy to look at, easy to keep clean, and never monotonous.



W-170



W-172



W-1705



W-175



W-1702



W-176



W-1706

## IMPERIAL COLORS

The colors shown on this page and pages 14 and 15 are an adequate answer to the demands of interior decorators for colors that fit the modern trend without garishness.

The design plates shown here will help you visualize a section of wall laid complete with cap rail, feature strips, and base. The vertical inserts in the display at the right show effectively the possibilities of combining solid and mottled colors so as to make the finished wall more interesting.



No. 1701—No. 41 Trim



No. 1704—No. 45 Trim



## A NEW, PERMANENT AND LOW COST WALL TILING

Tile-Text Wall Tile, both from the standpoint of appearance and composition, is a refreshingly new and adaptable wall covering material. It is a flexible, individual tile manufactured from asbestos fibre, mineral coloring pigment, and special binders. A new manufacturing process was developed to produce the soft satin-like finish so desirable in wall treatments.

Low cost, simplicity and ease of installation, unexcelled wearability, and minimum upkeep cost characterize this unique tile. Since it is a unit laid wall, it can be used to advantage both in new construction and in remodeling existing buildings, where low cost is a paramount requirement. The beauty of finished Tile-Text walls is strikingly new in its character and conception. Bright, clear contrasts, as well as soft blended pastel effects are possible with the diversified group of colors available.

With fifty-four colors and thirteen sizes, any decorative demand can be satisfied. Small sizes include 3x6, 4x4, 4½x4½, 4x12, and 6x6; large sizes include 6x12, 6x18, 9x9, 9x18, 9x27, 12x12, 12x24, 18x18, and 18x24. The use of feature strips and inserts, and the proper choice of trim in contrasting or harmonizing colors add further variety to its design potentialities.

Tile-Text Wall Tile is extremely simple to apply. It can be applied directly to new or old plaster walls. It is not necessary to undergo the expense of costly wall surfacing in preparing walls for this new tiling. Finished plaster, wall boards, or any smooth, sound surface make an excellent backing for this smart, modern tile. Installation is made by competent approved wall covering contractors located throughout the country.

### SPECIFICATION DATA

Furnish and install Tile-Text Wall Tile on all plaster walls and/or (.....) walls, as called for in the specifications, as follows:

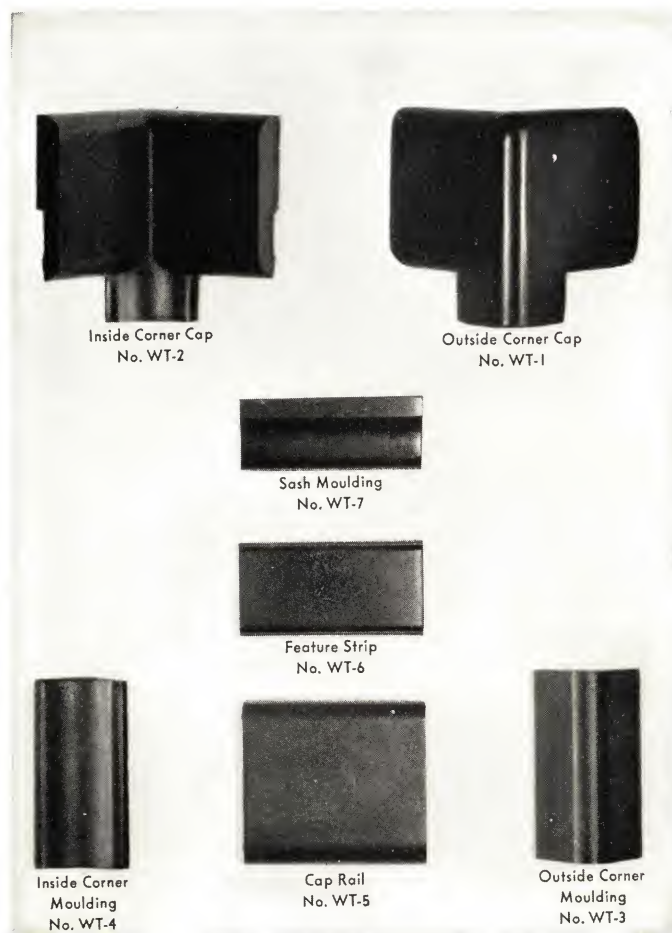
- Material**—Wall Tile shall be Tile-Text, as manufactured by The Tile-Text Company, Chicago Heights, Illinois, in colors and designs as shown in schedule of wall finishes.
- Adhesive**—All adhesive used shall be Tile-Text Wall Cement No. 1200.
- Preparation of Walls**—(a) Plaster walls shall be finished three coat plaster work, dry and free from all foreign matter and shall have a smooth steel troweled finish free from irregularities or trowel marks.

(b) Wall Board Walls: All joints between sections of gypsum wall board, fibre board or plywood board shall be filled with an approved grouting material so as to finish flush with surface of wall board.

- Installation**—Installation of Tile-Text Wall Tile shall be in strict accordance with the written directions of The Tile-Text Company. (*Installation manual sent on request.*)

NOTE: Tile-Text Wall Tile shall not be applied to walls which are damp on the surface, or to finished coat of plaster not thoroughly bonded to brown coat.

- Mouldings and Trim**—If desired, at inside and outside wall corners, install Tile-Text Trim in colors as indicated on schedule of wall finish. Where Wall Tile is installed to wainscot height Tile-Text Cap Rail shall likewise be installed.
- Tile-Text Base**—Where not indicated in floor specifications, install Tile-Text Cove Base (6"), (5"), (3½") and/or Tile-Text Straight Base (5"), in accordance with written directions of The Tile-Text Company for installation of Tile-Text Base.
- Cleaning of Walls**—After installation is completed, surface of Tile-Text Wall Tile shall be thoroughly cleaned using steel wool and approved Tile-Text wall cleaner, removing all spots, adhesive, and other dirt.
- Tile-Text Wall Finish**—After walls are thoroughly clean and dry, apply one coat of Tile-Text Wall Finish in accordance with manufacturer's specifications.

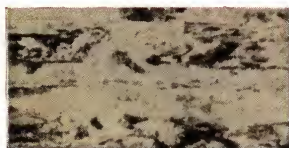


TILE-TEXT MOLDED TRIM

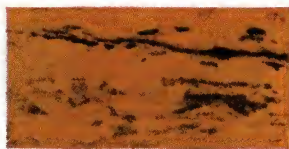
# THE TILE-TEXT COMPANY

CHICAGO HEIGHTS, ILL.

EASTERN SALES OFFICE, 101 PARK AVE., NEW YORK CITY



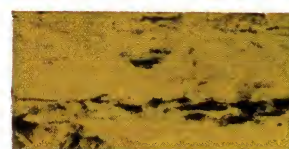
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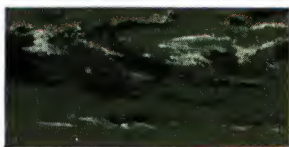
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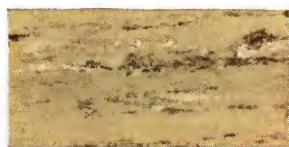
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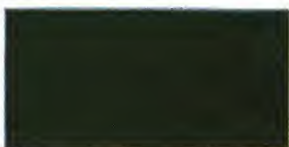
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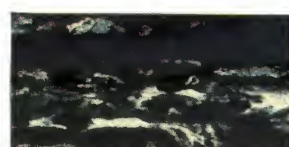
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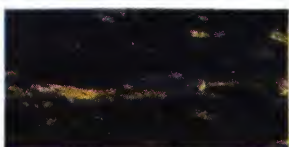
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## DE LUXE COLORS

When lower cost is a desirable objective, and where sharper colors of more definite hues are required, the DeLuxe color group in Tile-Tex Wall Tile provides nine solid and eleven mottled effects.

This group includes strong, modern colors in reds, yellows, blues and greens. The tones of this line are often used with Imperial colors when definite contrasts are desired.





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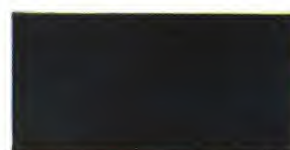
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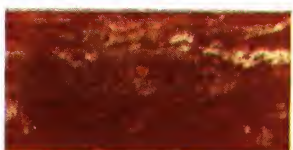
## STANDARD COLORS

Standard colors in Tile-Tex Wall Tile offer a wide variety of colors, both solid and mottled, in medium shades.

These are rich colors which possess warmth and character. Many beautiful and tasteful walls can be created from these colors—and they are less costly than either the Imperial or DeLuxe lines.



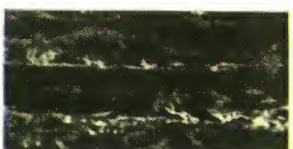
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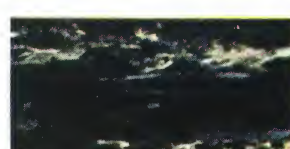
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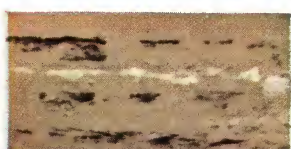
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